Experiences about Parent-Child Conflict Initiated by Television Advertisements: A Qualitative Research

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Abstract
Lack of research on parent-child conflicts and the extant research on conflict instigated by Television advertisements lacks in qualitative based frameworks that explains what managerial implications are appropriate for the marketers in the Jaffna district post war marketing context. Present study explored managerial implication for advertisers and public in Jaffna market. Using qualitative phenomenological approach, data were collected from 10 parents in Jaffna by using preset questions based on a primary interview question as open- ended question format and codes were developed by the researcher. This paper is a key resource for marketing practitioners wanting to focus on future potential areas and also marketing academics interested in television advertising strategies that want to stay at the forefront of their research area of expertise. Through the concepts development, the researcher has found that vast conflicts between parents and their child is there in Jaffna district, especially after the post war marketing situation .
Keywords: Television advertisements, experiences, post war & parent-child conflict

INTRODUCTION

TV commercials which lead to greater enjoyment, allow consumers to learn more about brands and improve levels of comprehension. Television advertising impact on behavior through some objectives like attention: viewer involvement, perception: message recall and reaction: emotions evoked. These objectives lead some direct effects such as; advertising recall (Mehta and Purvis, 2006), message framing (Chang, 2007), buying intentions (Yu and Cude, 2007) and product purchase (Dahlen and Nordfalt, 2004).

Television advertising has considerable impact on behavior. But, advertisers & television channels that don't have access to data on viewer behavior can completely lose out on getting the message a-cross.

The introduction to television to Sri Lanka in the early 1980s, there are many media houses operating in Sri Lanka & one element that props up this competition is the advertising since it manipulates people's mind. Television networks in Sri Lanka are; ART TV, TV Derana, Extra Terrestrial Vision (ETC), Independent television networks (ITN, VasanthamTV), Max TV, Rupavahini, Swarnavahini&TV Lanka.

The advertising market has been rapidly promoting in Jaffna for recent years. Fast foods are highly focused in advertisements (Sumaraweera & Samanthi, 2012). Consumers who are returned to the normal life prefer enjoyable, cultural match & fun associated advertisement rather than the long message content advertisements & also they like the celebrities who match their social patterns & ethnicity. Therefore, the celebrities used to promote the advertisements in TV commercials are very friendlier to the audience in the past conflict environment. Celebrities in the local TV commercials & their dress code also match with the people (Shivany, 2013).

Marketers who try to penetrate the past - conflict market might need to develop TV commercials in an enjoyable manner, background music should be enjoyable. The experienced gained in the conflict environment, consumers have become more knowledgeable, less naïve & less easily influenced, at the time of war consumers were more conscious on the product accessibility & didn't consider the other promotional aspects in the purchase, but in the post- conflict marketing environment they search for information & compare quality aspects in each marketing activities (Shivany, 2011).

Research Gap

A variety of researches related to children & advertising and children & television have been done by academic researchers and they focused on following topics; Television advertising & food demand of children in srilanka: case study from Galle district (Samaraweera & Samanthi, 2012), The relationship between television food advertisements recalled and actual food consumed by children (E.Hutchings & P.J.Moyinhan, 1998) and How children learn through TV commercials (Siegel, 1974). Even though, in a deep manner researchers have neglected some topics like; advertisers in general lack sensitivity whether it is on gender, children, disability, race etc. Mostly knowledge from the impact of the television advertisement on parents- child conflict studies might be a little bit based by the mother's particular view points towards the issues, because researches relied only on the parent's perceptions. Even though there are no such researches in Jaffna about parents 'experiences relating conflicts initiated by Television advertisements.

Research Problem
Now-a-days, businesses are facing more difficulties such as; high competition marketing environment, high levels of promotional expensiveness & so on. Main promotional tool is advertising. Especially television advertising effects, such as; advertised product desires are not only deer mind by cognitive responses to a message, but also by effective responses (Brown &Stayman, 1992; Narin& Fine, 2008). Through the children's emotions like; fantasy fun & peer popularity that commercials aimed at young children & influencing their strategy for taking product purchasing decisions (Roberts & Pettigrew, 2007). According to the present business environment of post – war Jaffna market it is a need to find out or explore the parent's overall experience with the television advertisement and their children behaviors.

LITERATURE REVIEW
Over the past two decades the topic of television advertising and children has been the source of considerable debate in most countries with market economies (Boddewyn, 1984). We know that the television provides not only news, entertainment programs & films, but also act as a medium for marketing messages. In the United States food advertising is the first largest advertising industry. There are so many socialization factors, such as; family, peers, schools & advertising (Brian Young, 2003). However, television is still in every one's home and also children are spending several hours a day watching television (Jasmine Hansson & Emilia Sunberg, 2011).

Approximately 80% of all advertising targeted to children falls within four product categories, such as; toys, cereals, candies and fast food, not only these categories but also sweets drinks, music, films & clothing to children which are aimed at children currently on television advertisements (Lionel Wijesiri, 2012). Children are a key target for advertisers as brand preferences often remain unchanged throughout life. Children's segment is now being target by many consumers' Product companies, because children are important potential customers as they not only decide about their own buying as they can influence the buying decisions of their parents also (Muhammad, Shabana & Hafiz, 2008). Bagozzi (1999) indicated that memory is important when discussing emotions & advertisements and that positive emotions related to a commercial will increase the recall of it. Because most of the advertising messages appeals tend to be emotional rather than rational, contain exaggeration of benefits & emphasize fun themes. Premium offers are featured in a substantial proportion of advertisements for cereals & eating places (Atkin, 1979). Specially, Marvin E Goldberg (1990) Suggested that low income children would have the highest level of television viewed, toy awareness & children's cereal purchased. Also in 1994, Mittal found that attitudes toward television advertising were significantly less positive than those toward print advertising.

There is also experimental evidence that seeing food advertisements on television while eating is associated with significantly greater caloric intake in children (Holford, Boyland, Hughes, Oliveira & Dovey, 2007). It appears that food advertisements (as opposed to advertisements for non – food products) specifically cue eating behavior. At the same time, nutritional value is not a salient factor while, children are persuaded to want cereal because a favorite commercial character promotes it or a toy premium is included in the box (Atkin, 1979). Consumers in the post conflict environment are more aware of Indian Television advertisements, because they always watch drama serials, which are telecasted by the Indian channels, such as; Sun TV, KalaigarTV, Zee tamil, Polimer, Vijay TV, and So on (Shivany, 2013)

METHODOLOGICAL APPROACH
Introduction: Qualitative Research
A qualitative exploratory research has been adopted for this study. Because, in Jaffna peninsula, there are no researches on the topic of television advertisement &parent-children conflict in qualitative research method. Therefore, a research design was employed for this study.

Harry Wolcott (1999) maintains that one of the main problems in qualitative work is having too much of data rather than not enough, because the research is meant to provide details where a small amount of information exists. Normally, qualitative research means; investigation in to a problem or situation which provides insights to the researcher.

Highlighted the reasons of why the qualitative methodology such exploratory analysis is appropriate to this study. First one is the extent literature not established theoretical frameworks that explore impact of television advertisements on parent- children conflict in the post war Jaffna market. The second one is the goals of exploratory research are intended to produce the following possible insights, such as; familiarity with basic details, settings & concerns, well-grounded picture of the situation being developed, determination about whether a study is feasible in current situation and direction for future research & techniques get developed.

Population of the Study
The population for the present study consisted of parents in Jaffna district between 25 to 45 years of age with at least one child between the ages of four & twelve. In 2012, Samaraweera&samanthi have done a case study from

Galle district about "television advertising and food demand of children in srilanka. This is an accountable past study in Sri Lanka.

Sampling Technique

One of the most common sampling strategies is purposive sampling. According to preselected criteria relevant to a particular research question sample size, which may or may not be fixed prior to data collection depend on the resource & time available. Purposive sampling is therefore most successful when data review & analysis are done in conjunction with data collection (Natasha Mack, 2005).

This research was consisted a purposive sample. Sample was restricted to 10 parents for the diversity of the sample, so the researcher recruited some of the parents from the different division from Jaffna district.

Instruments/ Materials

This qualitative approach using in depth interviews with the parents were conducted. In depth interviews is an appropriate method for capturing & understanding informants' lives, experiences or situations in their own experiences & words (Taylor, 1994).

This study fully concentrated on in depth interviews by using preset questions based on 4 primary interview questions as open- ended question format.

Data Analysis Methods

Data analysis method begins almost immediately with primary analysis. Later on, after more data collection in interaction with primary analysis, a second stage occurs with category & concept formation.

Commonly there are four steps in qualitative analysis, such as; interim analysis memoing, data entry & storage and coding & developing category system. At the same time there are some forms do qualitative data take. Such as; field notes, audio recordings & transcripts (Bryman& Bell, 2011).

In the first stage of the analysis, the researcher wrote all the themes which researcher found. Next, researcher chose major common themes with which most participants were concerned. Then, the researcher discussed some common themes that emerged from the first interview to last interview, so that the significant issues were discussed and analyzed more thoroughly. Because, the researcher read through the transcripts of all ten interviews and looked for themes or categories. As the method of analysis, this study used analytic induction which tries to find common patterns in the data. Coding is defined as marking the segments of data with symbols, descriptive words or category names. In this research, inductive codes were developed by the researcher by directly examining the data.

Questions for In-Depth Interviews

Questions were asked about experienced conflict with their child over a request to buy a particular product, Times in the last four weeks would they say their experienced conflict with their child over a request to buy a particular product, their opinion about TV advertising to children and the experience with the television advertisement and their children behavior.

Reliability and Validity of Analysis

The validity and reliability are two factors which any qualitative researcher should be concerned about while designing a study, analyzing results and judging the quality of the study (Patton, 2002).

'Reliability means dependability of consistency' & that qualitative researchers 'use variety of techniques (interviews, participation, documents) to record their observations consistently' and 'Validity means truthful' it's referring to the bridge between construct and the data. It can be seen that validity means the correct correlation between data and conclusion (Lawrence Neuman, 2003).

One of the most important strategies for establishing dependability is "The outside researcher experienced" (Lincoln and Guba, 1985). Here, dependability could be achieved by using an outside auditor to examine the research process and to determine if the findings and interpretations are supported by the data. Therefore, in this study; the researcher submits an account of her findings for checking (Alan E. Bryman, 2008).

On the other hand, one of the most important strategies for establishing credibility is "Respondent validation". Respondent validation occurs during the period of data collection when feedback is obtained from the participants about the accuracy of the data they have given, and also the researcher's interpretation of that data. (Such as a short report or interview transcript) (Lincoln and Guba,1985). In addition, feedback after the completion of the research project on the interpretation of all the data that has been obtained and interpreted can provide another type of validation.

Since in this study, all the interviews were translated, transcribed and findings sent back to the respondents in order to determine the accuracy of the interview findings. Therefore, the researcher was done open coding through line-by-line analysis and identified important concepts from transcribed parent's interview

answers, then the researcher done axial coding and assembled them into second-order themes, finally the researcher was presented the strategies that emerged from data were presented & how the coding were done and the final analysis are clearly shown in this research paper's end part.

Limitations and Future Recommendations

The outcome of this study shows some limitations. The first limitation of this study is that this research relied only on the perception of parents. Therefore, the knowledge from this study might be a little bit biased by the parents' particular viewpoints toward the issues in this study. Even though the parents' perspectives were considered the most important for this study, it is possible that there may be gaps in information that can be filled in by asking questions from the perspectives of other family members, including the children themselves, because the answers by the children might be different. Therefore, one possible future study would include the children, or other family members as participants.

Another limitation is that this research consider only children segment in Jaffna Peninsula in the post – war market situation. The research result states that the potential researchers should consider the other segment in Jaffna Peninsula while evaluating the impact of TV advertisement on conflict for other segments, like; grown-ups children (12-18ages) or adults (18-25).

The other limitation is that the sample is geographically limited. The research has been done only in Jaffna district. It can be done in other parts of the country, like; Mannar, Kilinochchi, Vavuniya as well or for the whole country.

A qualitative exploratory research method has been taken into consideration for this study. Therefore in the future, the researchers should be taking into account of the other methods, like; quantitative research method or mixed method as well.

CONCLUSION This study was purposed to find out the existence of Jaffna parents experience on conflict with their child over a request to buy a particular product initiated by Television advertisements. The researcher has obtained the findings to this objective through interview questions as follows;

"Parents in Jaffna Post war market situation always had so many experiences. Conflict with their children over a request to buy a particular product more at the shops & they can't give that every day.

"Yes, we always have the conflict, because some unwanted products are requested by our children to purchase. As parents we have to avoid them to purchase, but due to the TV commercials they fight us to buy that, sometime our patent role is changed. We faced conflict at the shops/super markets/on the way/at the home, because we are severe with the unwanted things to purchase."

(S.Shivany, Lecturer)

So many times in a month would parents say they experienced conflict with their children over a request to buy a particular product.

"3 times on a day, He asks us to take to a shop to get a yogurt. When we ask him how and where did you knows that and he'll be like "They'll give bicycle if I buy this yogurt" He watches than on TV. The next one is noodle, Ice cream, Yogurt.

They watch many ads like this on TV. He'll bother as more than twice a day."

(M.Raveeswaran, Lecturer)

TV advertising to children is good for some times. It leads to good habits like brush the teeth & parents can get to know some new products. But mostly advertising attracts the kids for business purpose & guide them to wrong behaviors to be affected the parents in Jaffna by financial wise.

"It is good for some items. So, they are using them. But they get negative influence on things like ice cream, chocolates.

Those advertisements are good. They keep asking for the items after watching the ads".

(G.Shahila, Bank staff)

"They get the kids attention for business purpose. They show the creams on the biscuits to attract the kids."

(T.Sasikaran, Tailor)

"Kids understand most of the ads like the adults. But some they don't understand what that is about."

(V.Sivanya, Teacher)

Jaffna parents have more experiences with the TV ads & their children's behaviors, such as; (1) ask some specific foods & drinks like; Kinder Joy, Complan & other boost drinks, (2) demand for some good things like; brush & paste, (3) interested to some unwanted things like; ladies cream and (4) believe the ads, copies it & follow that.

Moreover children think to change their parent's usual activities and behaviors also."

"What …. How can I say…… mm…She asks for 'kinder joy' she asks after watching the advertisements. I buy that some times.

I won't if I don't have money. She asks for that all the time. She demands that she needs that is she passes the

exam she asked for that today, because she got better marks in Maths.
They ask for toy even and keep asking for Complan.”
(J.Ajantha, Housewife)

Jaffna advertisers must be considering about proper advertising strategies that match the needs of parents and also child's behaviors.

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Examples of Coding: Four tables.
(Source: Author constructed)

IQ1: Have you experienced conflict with your child over a request to buy a particular product?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
1. But not all the things they ask. 2. We can't give that every day. 3. Happened in shop. 4. Few times. 5. She asks for bigger ball. 6. When they ask for something. 7. I'll buy for then later on. 8. Something big, then it will be on the next day. 9. Toys,.. gun, ball 10. Yes 11. I had so many experiences. 12. Below 100/- t buy that as soon. 13. Something bigger & I give him a period of time. 14. I have to even by the food item on the way. 15. He asks for toys. 16. He keeps asking for toy all the time. 17. I buy most of the item they ask for. 18. We always have the conflict. 19. They fight us to buy that. 20. We faced conflict at the shop, super markets, on the way & at the home.	1. They ask some specific products. 2. Happened in shops. 3. Something bigger parents give them a period. 4. I can't give that every day. 5. Children ask for toys. 6. Yes, they have so many experiences. 7. If it is low cost, parent buy that as soon.	1. Often at shopping places.

IQ2: How many times in the last four weeks would you say you experienced conflict with your child over a request to buy a particular product?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
1. I tell them to wait for a while. 2. Twice 3. I buy more than they need whenever I have money. 4. Only my youngest son has conflicts. 5. Eldest one is so adamant. 6. 2, 3, 4 times. 7. 4 or 5. 8. So many times. 9. 4, 5 times. 10. 3 times on a day. 11. Twice. 12. Many times. 13. Children also change their behavior. 14. Advertisements guide the customer in a wrong way.	1. 5 times 2. Twice 3. So many times. 4. Whenever I have not money	1. Often 2. Exist

IQ3: What is your opinion about TV advertising to children?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
1. Some ads on toothpaste. 2. Attention to the ads for noodles 3. They want us to make / do like that 4. Its good if it is about tooth paste 5. We watch TV only on specific times 6. Pizza commercials are very attractive 7. It is much cost. 8. It is good for some time. 9. They keep asking for the items after watching the ads. 10. We can choose which is good. 11. We get to know some products. 12. The music in the ads comes on 13. Commercials are eye catching. 14. They get the kids attention for business purpose. 15. To attract the kids. 16. Don't understand what that is about. 17. Ads target children. 18. It influence more than 90% 19. Not all of them are good. 20. They ask mostly the milk powder. 21. The firms which are unable to reach parents. 22. Leads many disadvantages. 23. Parents who have limited money will suffer.	1. They get the kids attention for business purpose. 2. They keep asking for the items after watching the ads like; Noodles, Pizza, Milk powder… 3. It's good for some time. 4. Parents who have limited money will suffer. 5. It influence on child's behavior. 6. Commercials are very much attractive. 7. Parents can get to know some new products.	1. Parents indirectly motivated via TV 2. Pros and Cons

IQ4: Say something about the experience with the television advertisement and your children behavior?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
1. Soda. 2. Shown on the ads. 3. Drink them with ice cube. 4. They think drinking Nestamalt help them grow height. 5. Interested to ladies cream. 6. If it's an ad on brush she would love to brush. 7. Ask for complain. 8. She thinks, she can grows height. 9. After watching the ads. 10. Demand for signal to brush. 11. They use the name. 12. She follows that. 13. She copies it. 14. Something he follows. 15. But those are dangerous. 16. She thinks to change me. 17. He loves it. 18. Just to make noodles. 19. Ask for Kender Joy. 20. Asks for that all the time. 21. Ask for toys. 22. Keep asking for complan. 23. Suddenly ask me to come to The shop. 24. Advise me to buy a certain brand.	1. Ask for some specific foods & drinks. 2. Demand for some good things. 3. They think they can grow height. 4. They follow that shown on the ads. 5. Interested to some unwanted things. 6. They think to change their parent's habits.	1. Effect on behavior 2. Miss matching needs.

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